

Summer 2002



Iowa Department of Public Safety

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Buck Appointed sTEP Coordinator



An eight-year veteran of the DPS was appointed to coordinate Iowa's Special Traffic Enforcement Program. Trooper Adam Buck will coordinate more than 170 contracts with sheriffs offices and police departments across Iowa.

Buck, a Clarinda native, joined the DPS as a Capitol Police officer. Four years ago he was assigned to Indianola as a state trooper.

GTSB Director, J. Michael Laski, said "Adam is a fine addition to our staff and we look forward to his contributions."

Buck replaces Lu Simpson who was recently appointed occupant protection coordinator and Central Iowa area administrator.

Impressive Results from Special Alcohol Project

by Robert L. Thompson, Evaluator, GTSB

The results are in for the DPS's April through June special alcohol enforcement and education project and the numbers are very impressive:

- ◆ 569 OWI arrests
- ◆ 625 open container citations
- ◆ 109 violations for .02 BAC (zero tolerance)
- ◆ More than 700 OWI /administrative revocations
- ◆ More than 200 non-driving alcohol offenses

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sTEP Waves 2002

November 25 - December 1

Iowa seat belt use	81%
Goal by 2003	85%
Midwest ranking (Michigan is #1)	# 2
U.S. Ranking	# 9

Calendar

Sept 19:

Traffic & Safety Engineering Forum, University Park Holiday Inn, West Des Moines

Oct 7-11:

Drive Safely Work Week

Oct 10:

Put the Brakes on Fatalities Day

Oct 20-26:

National School Bus Safety Week

Oct 31-Nov 1:

Iowa Conference on Traffic Safety, Stoney Creek Inn, Johnston

Nov 14-16:

Iowa EMS Assn. Conference and Trade Show, Polk County Convention Complex, Des Moines

Nov 13-14:

Safety in Planning Workshop

March 9-11, 2002:

Lifesavers, Chicago

March 25-27, 2002

Governor's Highway Traffic Safety Conference, Embassy Suites, Des Moines

Drive Safely Work Week

The annual Drive Safely Work Week campaign theme for 2002 is "Drive Focused Stay Safe," October 7-11, 2002.

This year's campaign helps employers to safeguard their employees by promoting safe driving practices.



Employees are increasingly confronting congested roadways and experiencing the associated anxiety, stress, fatigue and distractions whether they are driving for work or to and from work. Campaign tool kits are available from NETS.

<http://www.netsnational.org>

In addition, employers may participate in the Drive Safely Work Week Poll.

www.flyingcolorsinteractive.com/nets/survey.htm

Iowa Conference on Traffic Safety

Mark your calendars on October 31 and November 1 for the Iowa Conference on Traffic Safety. Highlights include:

- ◆ New advances in weather and road condition reporting
- ◆ New safety education classroom and in-car techniques
- ◆ Crash analysis tools and training for local users
- ◆ Impact of new vehicle technology
- ◆ Satellite mobile data communications
- ◆ Graduated driver licensing update
- ◆ Highway safety priorities for older drivers.

Registration for the conference is \$75. For registration information call Sharon Prochnow: 515/294-3781. For conference information call Tom McDonald: 515/294-6384.

The conference is jointly sponsored by the Iowa Traffic Control and Safety Association with the Iowa Association of Safety Educators.

Child & Youth Injury Prevention Conference

A national authority on injury prevention will be the keynote speaker at the Iowa Child and Youth Injury Prevention Conference in September. Dr. Christine Branche, director of the Division for Unintentional Injury, National Center for Injury Prevention and Control, Centers for Disease Control will speak at the one-day conference September 19th, Blank Children's Hospital in Des Moines.

An additional seminar featuring the Consumer Product Safety Commission is offered the morning of September 20.

Organizers require preregistration and the event is free. For information call 515/241-6438

CrossRoads

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We welcome article submissions and ideas pertaining to traffic safety.

Visit our website at:

www.state.ia.us/government/dps/

[gtsb/](http://www.state.ia.us/government/dps/gtsb/)

PUT THE BRAKES ON FATALITIES DAY

Imagine....
A Day with Zero
Traffic Fatalities.

After a steady 20-year decline in the number of traffic fatalities, that number has stagnated at about 42,000 deaths per year. That is about 115 fatalities every day, one fatality every 13 minutes.

America's roadway system is among the world's best. Through the development of safer vehicles and specialized safety equipment, upgraded laws, better roadways, and educational programs to address safe behaviors, we have come a long way in reducing fatalities on our roadways. But all of our progress in each of these areas can bring us just so far.. In the end, each roadway user is the key to safety.



DAY
OCTOBER 10, 2002

On October 10, 2002
Imagination Can
Become a Reality

Last year's campaign resulted in a 29 percent reduction in fatalities on October 10, 2001, but that is only a starting point. On October 10, the second annual Put the Brakes on Fatalities Day, we will ask everyone to focus on their own individual behavior when using the roadways as pedestrians, bicyclists and as we operate motorcycles, cars and trucks and as passengers. We want each person to take an extra measure of care to ensure their safety and the safety of others by sharing the road with other users in a safe manner.

Successful Events from 2001

- Use the media to get the word out through news releases, public service announcements, or op-ed pieces.
- Call on your local leaders and resources: schools, civic and community groups to organize an event
- Be creative! For ideas check out: www.brakesonfatalities.org.

Life Toll

(lives saved by the belt
since July, 1986)

YTD 2002	168
Grand Total	4,858

Clayton County Checkpoint Hot but Rewarding

An annual traffic safety checkpoint on U.S. Highway 18 west of MacGregor in Clayton county was held on July 7. Iowa State Patrol Sgt. Mike Gritton, said 640 vehicles were checked, 39 citations, 139 warnings and faulty equipment violations were issued. In addition, four motor carrier inspections were conducted on commercial vehicles and two trucks were placed out of service.

Gritton said the event received extensive coverage from KWWL-TV, Waterloo.

July 7 was hot and humid and participating officers were struggling to stay comfortable. Gritton described an incentive that kept their spirits up.

"ISP Post 10 was recently given 250 bears from parishioners of St. John's Lutheran Church in Farmersburg, in honor of Chaplain Bruce Hanson's 25 years with the church. Post 10 has a "bear" giveaway program that distributes the bears to children to ease the trauma of an accident, assault, or another upsetting event.

This was a "goal" we set for ourselves: If we were still alive & not heat stroked out at car 450 and there is a child in the car who is belted, the kid is getting a "bear" as an expression of thanks.

Well, along came dad driving a pickup-camper unit, drinking a beer, cost him \$145 for an open container violation. But the little girl, about eight years old, was belted. Mom and dad were good sports and agreed to accept the bear and pose for a photo. It was a public relations thing, and a celebration for us, too, in that we were all still standing at the end of this thing."

Participating Agencies:

Clayton County SO
Elkader PD
Monona PD
Mar-Mac PD
Iowa DNR
IDOT MVE
Iowa State Patrol
ISP Communications Division

Special Alcohol Project

...continued from page 1

Statistics for the 37 special project troopers of the Iowa State Patrol show each trooper averaged more than 15 OWI arrests and nearly 65 total alcohol contacts. If those numbers are projected over a 12-month period, the activity would translate into more than 60 OWI arrests per trooper. The average number of OWI arrests per trooper is ten per year, based on 2001 data.

While the special project troopers were able to focus on high risk times such as nights and weekends, their overall activities clearly had an impact. They represent a very substantial effort.

In addition to the special enforcement efforts by the Iowa State Patrol, special agents from the Division of Criminal Investigation and the Division of Narcotics enforcement provided an additional program component. Agents produced the following activity:

- ◆ 26 narcotics arrests
- ◆ 90 bar checks
- ◆ 211 underage purchase actions (92 buys, 119 failed buys).

Safety Education Officers of the Iowa State Patrol conducted 364 alcohol-related presentations reaching more than 19,000 persons.

Very preliminary numbers from the DOT's Fatal Analysis Reporting System indicate that alcohol-related fatalities in April and May of 2002 could be significantly lower than comparable totals for April and May of 2001. Thus far ten alcohol-related traffic deaths were reported for the two-month period as compared with 25 for the same period one year ago. While this year's number will likely rise, there is a very good chance the death figure will end up well below the comparable figure for 2001.

Traffic Enforcement in Iowa

Ames Targeted Traffic Enforcement

Cpl. Geoff Huff, Ames PD, uses Traffic and Criminal Software (TraCS) to locate priority enforcement areas and then begins enforcement. Huff said he and two other officers targeted an area in the spring that in the past five years has seen 215 crashes with 81 injuries and one fatality.

In August Huff and three officers targeted another high crash location on a busy arterial. Huff worked with local media to announce the traffic enforcement activities.

Does your agency have any interesting or unusual enforcement stories to share? Tell us about them:

gtsbinfo@dps.state.ia.us

Pottawattamie County

A combination of five checkpoints, saturation patrols and involvement in the statewide Interstates 35 and 80 project highlighted an eight-day traffic safety enforcement effort in Pottawattamie County.

Sgt. Dan Flores, Council Bluffs PD Traffic Unit said the goal was to increase compliance with traffic laws while reducing motor vehicle fatalities and serious personal injuries. The results are stunning:

- 5 OWI arrests
- 355 seat belt
- 118 speeding
- 29 No driver license
- 23 Driving under suspension
- 42 Registration

Participating agencies included, Pottawattamie County SO, Council Bluffs PD, Carter Lake PD, Iowa DOT Motor Vehicle Enforcement and the Iowa State Patrol.

Scott, Muscatine & Johnson Counties Iowa Highway 22

During a presentation at the GTSB conference in March, a speaker mentioned low seat belt usage rates at two sites along Iowa Highway 22. Several agencies along the route were paying attention. Iowa 22 runs from south of Interstate 80 in Keokuk County through Washington, Muscatine and Scott counties.

A project combined the resources of several agencies, most notably, Davenport PD, Scott County SO, Muscatine PD and Muscatine County SO and the Washington County SO.

The survey sites in Scott and Keokuk counties had been in the 64 to 66 percent range but 2 weeks after the enforcement effort, the seat belt use rate had climbed to 81 percent.

Scott County I-74 Bridge

The Interstate-74 bridge linking Bettendorf, Iowa, and Moline, Ill, is Iowa's busiest river crossing. It is an older bridge that is narrow and imposing to many drivers.

Sgt. Warren Beine, Bettendorf PD, organized traffic enforcement on both sides of the Mississippi River to slow the traffic down. In a six-hour enforcement effort Bettendorf, Davenport and IDOT Motor Vehicle Enforcement officers made more than 100 contacts.

On the Illinois side of the River, Moline PD, Rock Island County SO and the Illinois State Patrol reported the first violator stopped (at 8 a.m.) was an impaired driver.

"Safe Mobility Decisions for Older Drivers" Forum June 19-20, 2002

THE FACTS

With Iowa's third-in-the-nation ranking for its high percentage of licensed drivers over age 65, we are a state that must address highway safety for this fastest growing part of our population.

– Tom Welch, State
Safety Engineer

The Iowa Safety Management System held *Safe Mobility Decisions for Older Drivers Forum* in June this year to raise public awareness, identify key safety improvement strategies, and to develop resources that help older drivers make safer mobility decisions. The forum also provided opportunities for older Iowans to share their concerns and suggestions regarding safe mobility with Iowa policy makers and service providers.

Nearly 200 Iowans, half of them senior citizens, gathered to discuss the sciences of aging, driving, and roadway design

coupled with Iowa demographics, senior services, and crash statistics. Transportation and senior-related professionals were involved in dialogue with seniors, addressing a range of factors and resources relating to safe mobility decisions. A new video for older drivers and a decisions resource book for drivers or those who care about them are being developed as a part of this effort. A post forum report will provide a summary of what was learned and what strategies Iowans hope to see implemented to reduce the risk of fatalities and injuries to our older drivers.



Art Linkletter, right, visits with J. Michael Laski, Director, GTSB, left, and Dr. Loren Muench, retired professor of driver education, Iowa State University.

Iowa 2000 Older Driver Facts:

- ◆ 25% or more of the licensed drivers in four Iowa counties are older than age 65.
- ◆ A 30% increase in the number of Iowans over the age of 65 is expected by the year 2020.
- ◆ 89 people aged 65 or older were killed in traffic crashes during 2001.
- ◆ 20% of all Iowa traffic fatality victims were 65 or older.
- ◆ 1,400 crash injuries were reported for drivers 65-74 in 2001.
- ◆ 1,300 crash injuries were reported for drivers 75 and older.

THE OUTCOME

Public Awareness Success

The Federal Highway Administration sponsored the amazing 90-year old Art Linkletter as a keynote speaker to draw attendance and the news media needed to help raise public awareness. Stories of Art encouraging seniors to “think about their choices and to give up the keys when its time” were carried by AP and picked up on radio, in print, and on Internet news sites. The Governor’s Traffic Safety Bureau, (GTSB), the University of Iowa, and other SMS members and friends also joined in making this a successful event.

Local SMS Groups:

Dubuque County:
10:30 a.m., Every sixth Friday. Contact: Lt. Scott Crabill 563/589-4425.

Polk County:
1:30 p.m., second Tuesday of each month. Contact: Cy Quick 515/225-2349.

Scott County:
CARS): 10 a.m., third Wednesday of each month. Contact: Sgt. John Marxen 563/326-8628.

Pottawattamie County (SWIFT):
Meetings vary. Check www.cbtraffic.net
Contact: Blake Redfield 712/328-4645.

Woodbury County:
Second Thursday of the month. Contact: Scott Carlson: 712/279-6397

Older Driver Safety Plan

This forum is also part of a response to the NHTSA recommendation that states develop older driver-focused plans to address roadway infrastructure, driver competency, education, public transportation services, vehicle design, and research. Iowa SMS is leading a multi-disciplinary approach that will involve all the “Es” of highway safety- Engineering, Enforcement, Education, Emergency Service and Everyone else in developing Iowa’s plan.

Seniors and others attending the forum listed their top priorities and requests:

- ◆ Roadways: brighter signs and pavement markings, rumble strips, and intersection enhancements
- ◆ Drivers: ongoing education or enrichment programs, ways to self-assess driving capacity changes, better understood procedures for limiting driving of others.
- ◆ Services: access to safe mobility decisions information, options, and resources

SMS & FHWA Host Safety in Planning Workshop

Metropolitan planning organizations and regional planning associations are integral and essential to highway safety. As part of a national effort to integrate the MPOs and RPAs into the greater highway safety community, Iowa's Safety Management System and the Iowa Division of the Federal Highway Administration will host



a two-day workshop. The goal of the sessions are to highlight the role of local multi-disciplinary safety teams in bringing law enforcement, traffic engineers, emergency responders and planners to the table to resolve issues and facilitate greater cooperation.

Dates for the event are to be determined.

Conference proceedings and the *Draft Resources for Wise Choices* decisions guide are available at Iowa's Strategic Highway Safety Plan web site: www.iowaSMS.org

For other SMS information, contact Mary Stahlhut, 515/239-1169.
E-mail: Mary.Stahlhut@dot.state.ia.us

Seat Belt Awards

Pella Hospital: 80%

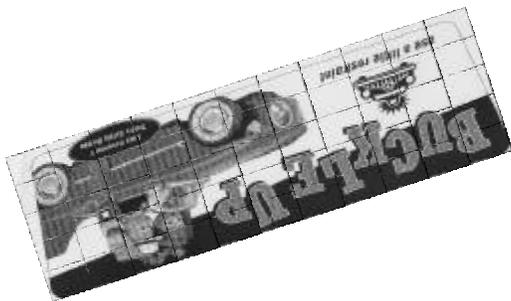


Pella Hospital was awarded the GTSB/NHTSA 80 percent Safety Belt Honor Roll plaque. Pictured in the back row are Charlie Black, Iowa Illinois Safety Council; Doug Houtz, Jesse Duinink, Shawn Ealy, Bob Kroese, all of Pella Hospital. In front are Jodi Vanderhart, Education Coordinator, and Denny Becker, GTSB.

Mid American Energy, Council Bluffs: 85%



Mid American Energy of Council Bluffs was awarded the GTSB/NHTSA 85 percent Safety Belt Honor Roll plaque. Pictured are Denny Becker, GTSB; Dale Lauver, Doug Jones and Scott Behrens, all of Mid American Energy; and Charlie Black, Iowa Illinois Safety Council.



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